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PATENT APPLICATION
10/694,314

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Edgar Hoppe et al.
Serial No.:	10/694,314
Date Filed:	October 27, 2003
Group Art Unit:	2421
Confirmation No.:	3551
Examiner:	Nguyen BA, Hoang Vu A
Title:	METHOD AND APPARATUS FOR INFORMATION EXCHANGE IN AN INTERACTIVE COMMUNICATION SYSTEM USING TV BROADCAST INFORMATION

MAIL STOP – AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

RESPONSE TO FINAL OFFICE ACTION

In response to the Final Office Action mailed August 23, 2010, Applicants respectfully submit the following remarks set forth below and request favorable action thereon.

A Listing of the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.